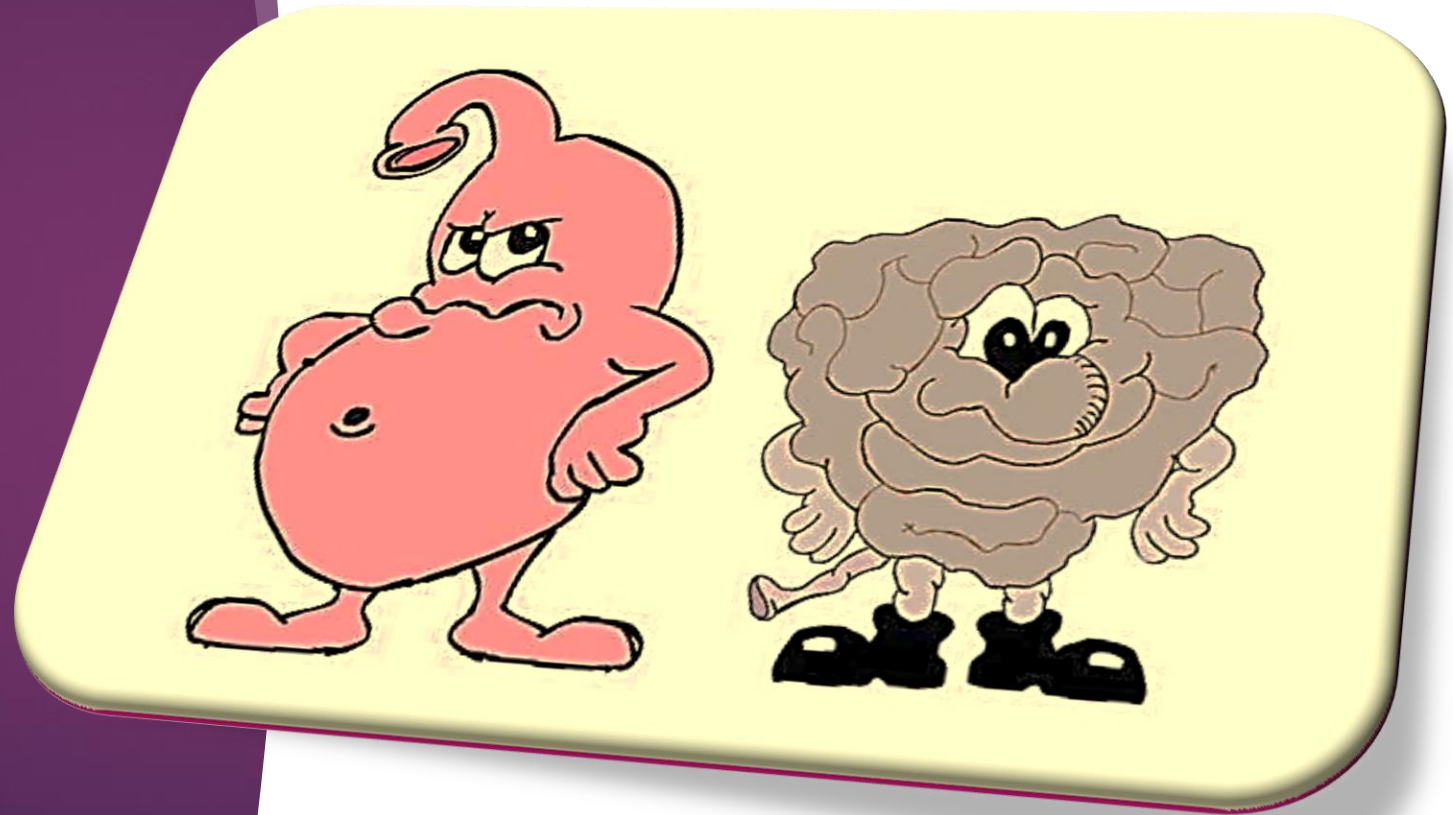


# Tummy & Guts

- ▶ A Laugh
- ▶ A Story
- ▶ A Laugh
- ▶ A Solution
- ▶ Another Laugh



# Mission

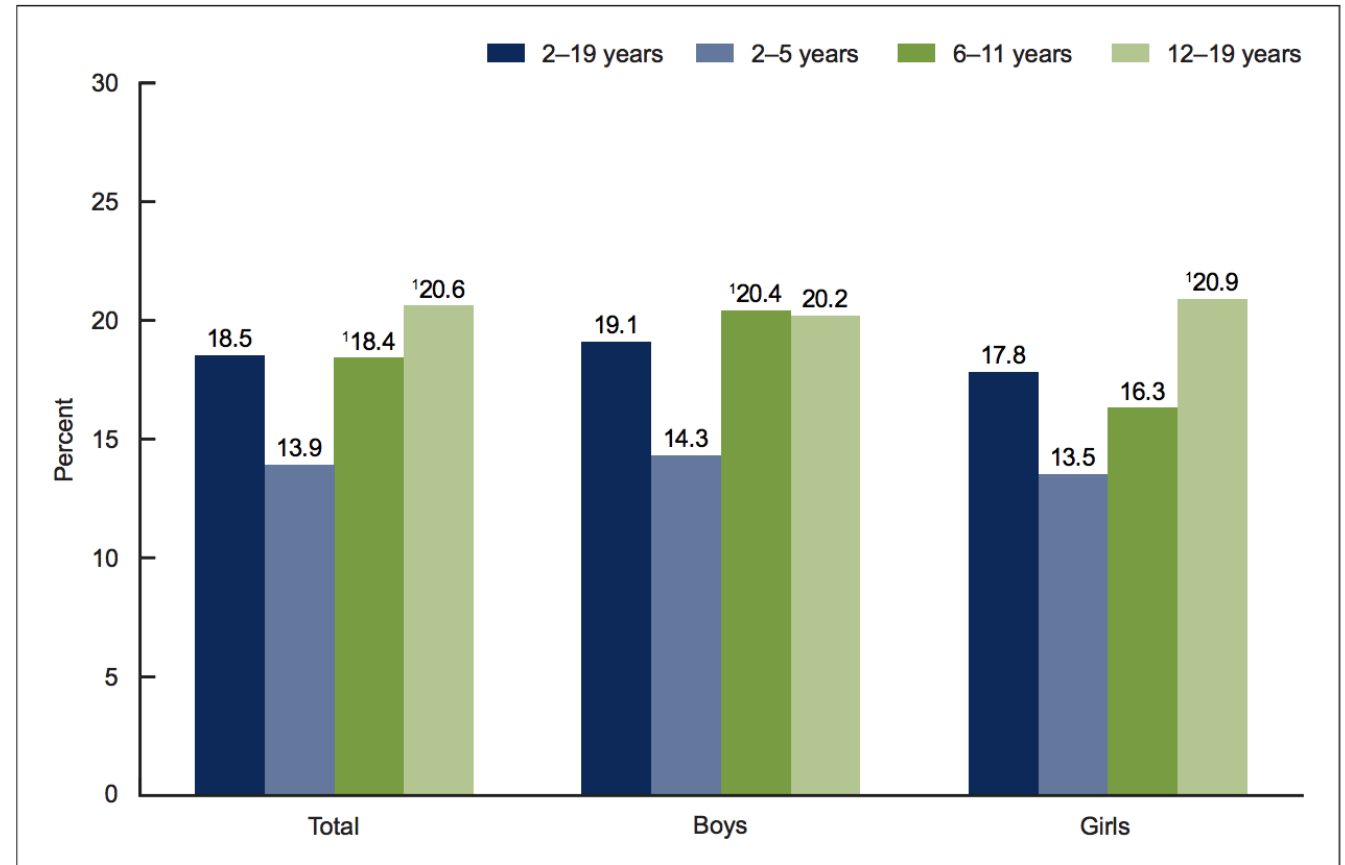
Our primary objective is to entertain, while imbuing in children a sense of wonder, and of the value of eating mindfully and well.

Tummy & Guts is a story about food...good for you food, and bad for you food. Above all it is a hilarious children's tale and a glorious celebration of eating with your mouth full!

# The Problem

- ▶ Childhood obesity is still rampant, leading overwhelmingly to depression, diabetes, and a range of health problems through life.
- ▶ 90% of American children have poor diets and less than half get the recommended 60 minutes of daily physical activity.
- ▶ Almost two-thirds of American youth consume a sugary beverage on any given day.
- ▶ Schools have reduced recess time in favor of academic instruction, particularly among older children.

Figure 3. Prevalence of obesity among youth aged 2–19 years, by sex and age: United States, 2015–2016



\*Significantly different from those aged 2–5 years.

NOTE: Access data table for Figure 3 at: [https://www.cdc.gov/nchs/data/databriefs/db288\\_table.pdf#3](https://www.cdc.gov/nchs/data/databriefs/db288_table.pdf#3).

SOURCE: NCHS, National Health and Nutrition Examination Survey, 2015–2016.

# The Solution

- ▶ Tummy & Guts is geared toward children 4-10 years, a stage at which their minds are most formative in terms of developing fundamental habits and preferences. It is at this age children become receptive to valuable messages, but only if received on their own terms...and their terms are definitely met in Tummy & Guts!
- ▶ Instead of “teaching” best choices, Tummy & Guts weaves subtle messages throughout fun and engaging stories, featuring our heroes, literally the “funniest looking pair of innards” ever to make it to the screen. The story arc takes us from Food Factory (that gray building in the stinky part of town where snacks are manufactured “from fat, sugar and salt”), to Food Farm, in the sunny hills far from town, where happy, friendly food exists naturally. The characters are funny, colorful and weird. The message is delivered clearly: good food, good friends, and healthy habits are essential to well being. T&G helps those habits manifest.

# Protection is the Best Policy

- ▶ The most important aspect of any creative effort is to protect all assets of the project.
- ▶ The more fully realized the project, the greater the protected property ownership.
- ▶ In order to bring T&G to market retaining the highest level of ownership at the production and distribution phases, our goal is to have twelve episodes fully written, and two episode fully produced in the development phase.
- ▶ In order to ensure every detail is covered, we intend to engage the industry's top entertainment representation, who will cover all bases from trademarks and copyrights to contracts and negotiations.

## Mind the Merchandising!

Tummy & Guts evokes a (literal) wealth of ideas in terms of back end ROI, and we intend to leverage those ideas to the absolute fullest.

- ❖ Character merchandising
- ❖ Partnerships with like minded grocers/producers through POS displays
- ❖ Tummy & Guts Video Game
- ❖ Tummy & Guts Movie

# The Money Pitch

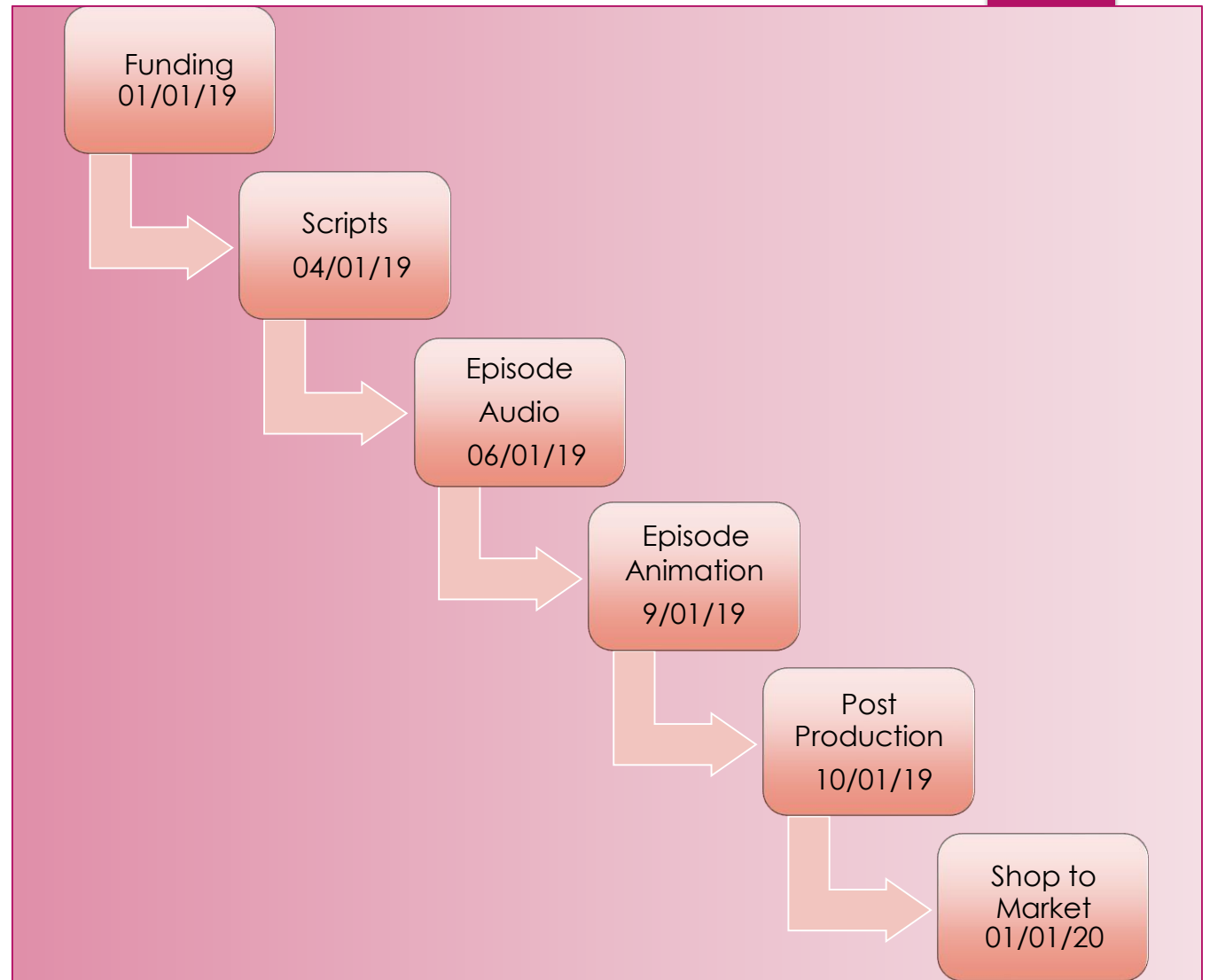
Script Development (12 episodes)	\$25,000
Storyboard/Blocking/Animation (2 episodes)	90,000
Project Management/Admin	40,000
Music Composition, Performance & Prod	25,000
Singers	5,000
Character Voices	5,000
Legal	50,000
Market Representation	20,000
Audio Production	20,000
Misc.	10,000
Contingencies	60,000
<b>Total Needed</b>	<b>\$350,000</b>

# The Ideal Contributor(s)

- ▶ We're looking for those whose passions align with our own, who believe as we do that health and well being are paramount goals in bringing up children, and that life is a delight when done right!
- ▶ The investor(s) will be able to take advantage of the new version of section 181 tax deduction (consult your CPA).
- ▶ The investor(s) will (collectively) receive 10% equity in net ownership of the property.



# Timeline



Partner  
With  
Our  
Passion

